

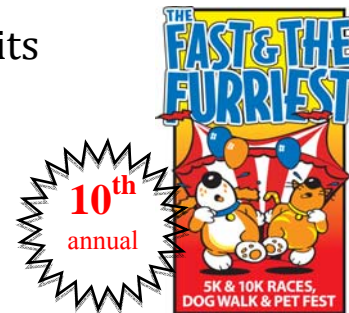


Sponsorship Opportunities & Benefits

The Fast & The Furriest® 2016

June 4, 2016

*A City of Rochester and
Verona Street Animal Society Event
Benefitting Rochester Animal Services*



Presenting Sponsor - \$10,000

1 available

- Exclusive naming for The Fast & The Furriest® 2016
- Company recognition in all print and media promotions
- All acknowledgements will read "The Fast & The Furriest®" presented by <YOUR COMPANY>

Prior to Event	Day of Event	Post Event
<ul style="list-style-type: none"> ○ Regular Facebook notifications by VSAS with your company name in the event title ○ Regular recognition via Twitter ○ XXL ad in VSAS newsletter ○ XXL logo on event brochure ○ XXL logo on event poster ○ XXL logo and link to sponsor website from VSAS website ○ XXL logo and link included in special edition of F&F email newsletter 	<ul style="list-style-type: none"> ○ Full recognition at event, including check presentation ○ Company-provided backdrop to be displayed at event ○ XXL logo on T-shirt back ○ XXL logo on sponsor banner ○ XXL logo on mile markers ○ Exclusive logo placement on signage at play area, bounce house, hospitality area and pet contest ○ Live tweets/Twitter recognition ○ Opportunity to include information/product in race bag ○ 10x20 Sponsor Booth at event (table and chairs provided) ○ 10 complimentary registrations for 5k, 10k or walk 	<ul style="list-style-type: none"> ○ Post-event recognition in VSAS newsletter ○ Post-event recognition in e-blast ○ All acknowledgements will read, "The Fast & The Furriest®," presented by <YOUR COMPANY>

Big Dog Sponsor - \$5,000

3 available

Prior to Event	Day of Event	Post Event
<ul style="list-style-type: none"> ○ Five Facebook notifications by VSAS with your company name in the event title ○ Five tweets via Twitter ○ XL ad in VSAS newsletter ○ XL logo on event brochure ○ XL logo on event poster ○ XL logo and link to sponsor website from VSAS website ○ XL logo and link included in special edition of F&F email newsletter 	<ul style="list-style-type: none"> ○ Verbal recognition at event ○ Company provided banner to be displayed at event ○ XL logo on T-shirt back ○ XL logo on sponsor banner ○ XL logo on mile markers ○ Opportunity to include information/product in race bag ○ 10x10 Sponsor Booth at event (table and chairs provided) ○ 5 complimentary registrations for 5k, 10k or walk 	<ul style="list-style-type: none"> ○ Post-event recognition in VSAS newsletter ○ Post-event recognition in e-blast

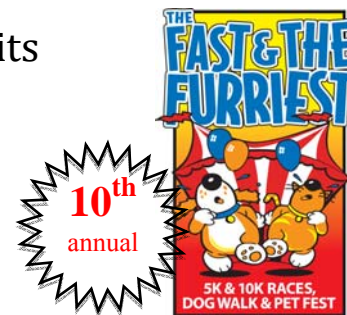


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T-Shirt Sponsor - \$4,000

1 available

Prior to Event	Day of Event	Post Event
<ul style="list-style-type: none"> Large ad in VSAS newsletter Large logo on event brochure Large logo on event poster Large logo and link to sponsor website from VSAS website Large logo and link included in special edition of F&F email newsletter 	<ul style="list-style-type: none"> Verbal recognition at event Company provided banner to be displayed at event Name/logo on T-shirt sleeve Large logo on T-shirt back Large logo on sponsor banner Large logo on mile markers Opportunity to include information/product in race bag 10x10 Sponsor Booth at event (table and chairs provided) 	<ul style="list-style-type: none"> Post-event recognition in VSAS newsletter Post-event recognition in e-blast

Tent Sponsor - \$3,200

1 available

Prior to Event	Day of Event	Post Event
<ul style="list-style-type: none"> Ad in VSAS newsletter Large logo on event brochure Large logo on event poster Large logo and link to sponsor website from VSAS website Large logo and link included in special edition of F&F email newsletter 	<ul style="list-style-type: none"> Verbal recognition at event Company logo on sign at tent Large logo on T-shirt back Large logo on sponsor banner Large logo on mile markers Opportunity to include information/product in race bag 10x10 Sponsor Booth at event (table and chairs provided) 	<ul style="list-style-type: none"> Post-event recognition in VSAS newsletter Post-event recognition in e-blast

Race Awards Sponsor - \$3,000

1 available

Prior to Event	Day of Event	Post Event
<ul style="list-style-type: none"> Ad in VSAS newsletter Large logo on event brochure Large logo on event poster Large logo and link to sponsor website from VSAS website Large logo and link included in special edition of F&F email newsletter 	<ul style="list-style-type: none"> Verbal recognition at event, including presentation of prizes to top finishers Large logo on T-shirt back Large logo on sponsor banner Large logo on mile markers Opportunity to include information/product in race bag 10x10 Sponsor Booth at event (table and chairs provided) 	<ul style="list-style-type: none"> Post-event recognition in VSAS newsletter Post-event recognition in e-blast

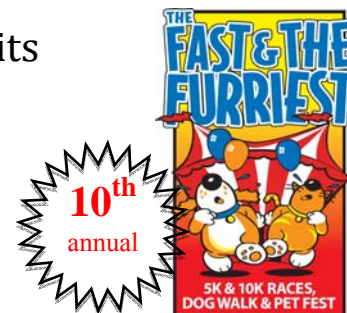


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1-Mile Walk Sponsor - \$2,750

3 available

Prior to Event	Day of Event	Post Event
<ul style="list-style-type: none"> Medium logo on event brochure Medium logo and link to sponsor website from VSAS website Medium logo and link included in special edition of F&F email newsletter 	<ul style="list-style-type: none"> Sponsor Announcement during walk countdown and final walk lineup Company logo on Dog T-shirt of shelter dog walked during the event Medium logo on T-shirt back Medium logo on sponsor banner Opportunity to include information/product in race bag 10x10 Sponsor Booth at event (responsible for own table and chairs) 	<ul style="list-style-type: none"> Post-event recognition in VSAS newsletter Post-event recognition in e-blast

Forever Home Sponsor - \$1,000

Many available

Prior to Event	Day of Event	Post Event
<ul style="list-style-type: none"> Medium logo on event brochure Medium logo and link to sponsor website from VSAS website Medium logo and link included in special edition of F&F email newsletter 	<ul style="list-style-type: none"> Company logo on Dog T-shirt of shelter dog walked during the event Medium logo on T-shirt back Medium logo on sponsor banner Opportunity to include information/product in race bag 10x10 Sponsor Booth at event (responsible for own table and chairs) 	<ul style="list-style-type: none"> Post-event recognition in VSAS newsletter Post-event recognition in e-blast

Working Dog Sponsor - \$500

Many available

Prior to Event	Day of Event	Post Event
<ul style="list-style-type: none"> Small logo on event brochure Small logo and link to sponsor website from VSAS website Small logo and link included in special edition of F&F email newsletter 	<ul style="list-style-type: none"> Small logo on T-shirt back Small logo on sponsor banner Opportunity to include information/product in race bag 10x10 Sponsor Booth at event (responsible for own table and chairs) 	<ul style="list-style-type: none"> Post-event recognition in VSAS newsletter Post-event recognition in e-blast



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Shelter Friend Sponsor - \$250

Many available

Prior to Event	Day of Event	Post Event
<ul style="list-style-type: none"> Line listing on event brochure Line listing on VSAS website Line listing included in special edition of F&F email newsletter 	<ul style="list-style-type: none"> Line listing on T-shirt back Line listing on sponsor banner Opportunity to include information/product in race bag 10x10 Sponsor Booth available at 50% discount (responsible for own table and chairs) 	<ul style="list-style-type: none"> Post-event recognition in VSAS newsletter Post-event recognition in e-blast

Foster Friend Sponsor - \$100

Many available

Prior to Event	Day of Event	Post Event
<ul style="list-style-type: none"> Line listing on VSAS website Line listing included in special edition of F&F email newsletter 	<ul style="list-style-type: none"> Opportunity to include information/product in race bag 	<ul style="list-style-type: none"> Post-event recognition in VSAS newsletter

Sponsor Information

Individual/Business Name _____

Contact Name (if business) _____ Phone _____

Address _____ City _____ State _____ Zip _____

Email _____

Sponsorship Details (please check appropriate level)

- Financial**
- | | | |
|----------------------------------------------|-----------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> Presenting \$10,000 | <input type="checkbox"/> 1-Mile Walk \$2,750 | <input type="checkbox"/> Working Dog \$500 |
| <input type="checkbox"/> Big Dog \$5,000 | <input type="checkbox"/> Race Awards \$3,000 | <input type="checkbox"/> Shelter Friend \$250 |
| <input type="checkbox"/> T-shirt \$4,000 | <input type="checkbox"/> Forever Home \$1,000 | <input type="checkbox"/> Foster Friend \$100 |
| <input type="checkbox"/> Tent \$3,200 | | |

- Other Support**
- | | |
|----------------------------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> In-kind (describe) | <input type="checkbox"/> Refreshments (describe) |
| <input type="checkbox"/> Volunteers for event (describe) | |



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Sponsor Requirements (if participating in event)

Will you require a space in our exhibitor tent? ☐ Yes ☐ No

Do you need electricity? ☐ Yes ☐ No

Will you be placing promotional materials in the race/walk bags? ☐ Yes ☐ No

Pledge Payment

☐ My check, payable to Verona Street Animal Society, is enclosed

☐ Please charge my credit card ☐ MC ☐ VISA ☐ AmEx ☐ Discover

Card #: _____ Exp date: _____

☐ Please bill me CVC (security code): _____

Terms and Conditions

☐ I have read, understood and agree to be bound by terms and conditions on page 2 as a condition of sponsorship.

Signature

Date

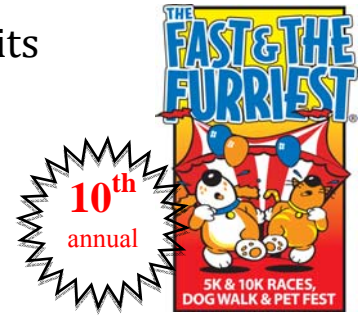
All Sponsors of The Fast & The Furriest® 2016 ("the Event") agree to the following terms and conditions:

- Sponsorship form and payment of fee (if providing financial support) must be received by February 12, 2016 for inclusion of your name or business on the brochure. Sponsorship form and payment of fee (if providing financial support) must be received by March 4, 2016 for inclusion of your name or business on all other printed promotional materials. Sponsorship payments are non-refundable. ☐
- Sponsor shall receive the sponsorship benefits set forth on the Sponsorship Recognition Plan corresponding to the level of sponsorship selected. Sponsor agrees that these sponsorship benefits constitute good and valuable consideration for its sponsorship fees. ☐
- The Event will be held rain or shine. In the event that the Event does not take place, Sponsor's sponsorship fee as set forth above shall be treated as a tax-deductible donation to the Verona Street Animal Society, hereinafter "VSAS", and will not be refunded. ☐
- Sponsors who are participating in the Event will receive an email no later than Tuesday, May 31, 2016 confirming Sponsor's space assignment at the Event. Sponsor will accept space assigned. Should Sponsors require additional information or have questions about their space assignment, please contact us at VSASinc@gmail.com.



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- Sponsors who are participating in the Event will receive set-up and break-down instructions via e-mail several weeks prior to event. For special needs and/or requests, please contact us at VSASinc@gmail.com by Tuesday, May 31, 2016. □
- Sponsors agree that any information provided by VSAS or the City of Rochester, hereinafter "City", in regards to the Event is considered confidential, and therefore under no circumstances will a Sponsor disclose any information, written and/or spoken, to other Sponsors. □
- VSAS and the City are not responsible for any damage to or loss of Sponsor's goods or property during the Event. □
- Sponsors agree not to bring personal pets to the Event. Sponsors agree not to sell or give away animals at the Event. □
- Sponsors are not permitted to solicit donations for their organization, or any other organization, besides the VSAS or the City at the Event. □
- VSAS and the City do not guarantee any profits or revenues based on Sponsor's participation in the Event. □
- VSAS and the City do not guarantee category exclusivity for Sponsors at the Event. □